

HART-TEETER  
1724 Connecticut Avenue, NW  
Washington, DC 20009  
(202) 234-5570

Interviews: 806 registered voters  
Dates: August 20-21, 1996

47 Male  
53 Female  
[5]

**FINAL**

Study #4072  
NBC News/WSJ  
August 1996

|                      |                      |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|----------------------|
| AR                   | TYPE                 | SA                   | FORM                 | DAT                  |
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| [6]                  | [7]                  | [8]                  | [9]                  | [10]                 |
| [11]                 | [12]                 | August               | [13]                 | [14]                 |
| 1996                 |                      |                      |                      |                      |

**NOTE:** Except where otherwise noted, results from previous surveys are among **all adults**.

1. Are you currently registered to vote in the precinct or election district in which you now live, or haven't you had a chance to register yet?

|                     |     |                  |      |
|---------------------|-----|------------------|------|
| Registered .....    | 100 | <b>CONTINUE</b>  | [15] |
| Not registered..... | -   | <b>TERMINATE</b> |      |
| Not sure.....       | -   |                  |      |

2. In general, do you approve or disapprove of the job Bill Clinton is doing as president?

|                 | 8/20-<br>21/96 | 8/2-<br>6/96+ | 7/96 | 6/96+ | 5/96+          | 3/96         | 1/96 | 12/95 | 11/95 | 10/95        |      |
|-----------------|----------------|---------------|------|-------|----------------|--------------|------|-------|-------|--------------|------|
| Approve.....    | 53             | 54            | 54   | 53    | 52             | 51           | 46   | 51    | 49    | 46           | [16] |
| Disapprove..... | 38             | 36            | 33   | 39    | 40             | 39           | 43   | 40    | 42    | 43           |      |
| Not sure.....   | 9              | 10            | 13   | 8     | 8              | 10           | 11   | 9     | 9     | 11           |      |
|                 |                |               |      |       | 4/21-<br>25/95 | 4/3-<br>4/95 | 3/95 | 1/95  | 12/94 | 11/9/<br>94+ |      |
|                 |                | 9/95          | 7/95 | 6/95  | 50             | 46           | 44   | 45    | 48    | 43           |      |
|                 |                | 46            | 47   | 46    | 39             | 44           | 45   | 43    | 44    | 48           |      |
|                 |                | 43            | 44   | 42    | 11             | 10           | 11   | 12    | 8     | 9            |      |
|                 |                | 11            | 9    | 12    |                |              |      |       |       |              |      |
|                 |                |               |      |       | 11/4-<br>5/94+ | 10/94        | 9/94 | 7/94  | 6/94  | 5/94         |      |
|                 |                | 44            | 48   | 44    | 49             | 52           | 57   | 55    | 60    | 56           |      |
|                 |                | 44            | 43   | 48    | 44             | 39           | 37   | 36    | 31    | 33           |      |
|                 |                | 12            | 9    | 8     | 7              | 9            | 6    | 9     | 9     | 11           |      |
|                 |                |               |      |       | 10/93          | 9/93         | 7/93 | 6/93  | 4/93  | 3/93         |      |
|                 |                | 47            | 50   | 45    | 41             | 52           | 57   | 51    |       |              |      |
|                 |                | 43            | 39   | 45    | 50             | 34           | 26   | 16    |       |              |      |
|                 |                | 10            | 11   | 10    | 9              | 14           | 17   | 33    |       |              |      |

+ Asked only of registered voters.

3. I'm going to read you the names of several public figures and institutions, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

|                             | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/ Not Sure</u> |      |
|-----------------------------|----------------------|--------------------------|----------------|--------------------------|----------------------|----------------------------------|------|
| <b>Bill Clinton</b>         |                      |                          |                |                          |                      |                                  | [17] |
| August 20-21, 1996.....     | 23                   | 27                       | 15             | 13                       | 21                   | 1                                |      |
| August 2-6, 1996+.....      | 21                   | 32                       | 16             | 13                       | 18                   | -                                |      |
| June 1996+.....             | 22                   | 29                       | 14             | 15                       | 20                   | -                                |      |
| May 1996+.....              | 20                   | 31                       | 15             | 15                       | 19                   | -                                |      |
| March 1996.....             | 18                   | 33                       | 17             | 14                       | 18                   | -                                |      |
| January 1996.....           | 17                   | 29                       | 16             | 18                       | 19                   | 1                                |      |
| December 1995.....          | 18                   | 31                       | 15             | 18                       | 18                   | -                                |      |
| October 1995.....           | 16                   | 31                       | 19             | 18                       | 16                   | -                                |      |
| September 1995.....         | 15                   | 32                       | 15             | 20                       | 17                   | 1                                |      |
| July 1995.....              | 15                   | 34                       | 17             | 17                       | 17                   | -                                |      |
| June 1995 .....             | 13                   | 33                       | 19             | 19                       | 16                   | -                                |      |
| <b>Jack Kemp</b>            |                      |                          |                |                          |                      |                                  | [18] |
| August 20-21, 1996.....     | 18                   | 22                       | 29             | 9                        | 6                    | 16                               |      |
| October 22-26, 1993.....    | 9                    | 19                       | 24             | 7                        | 4                    | 37                               |      |
| May 1992 .....              | 6                    | 17                       | 21             | 10                       | 3                    | 43                               |      |
| <b>Elizabeth Dole</b>       |                      |                          |                |                          |                      |                                  | [19] |
| August 20-21, 1996.....     | 25                   | 22                       | 26             | 9                        | 7                    | 11                               |      |
| August 2-6, 1996+.....      | 16                   | 24                       | 30             | 8                        | 6                    | 16                               |      |
| June 1996+.....             | 14                   | 21                       | 34             | 7                        | 6                    | 18                               |      |
| May 1996+.....              | 13                   | 25                       | 30             | 8                        | 7                    | 17                               |      |
| March 1996.....             | 10                   | 20                       | 31             | 9                        | 6                    | 24                               |      |
| <b>The Democratic Party</b> |                      |                          |                |                          |                      |                                  | [20] |
| August 20-21, 1996.....     | 19                   | 27                       | 21             | 15                       | 17                   | 1                                |      |
| August 2-6, 1996+.....      | 14                   | 29                       | 24             | 18                       | 13                   | 2                                |      |
| June 1996+.....             | 17                   | 29                       | 23             | 15                       | 15                   | 1                                |      |
| May 1996+.....              | 14                   | 29                       | 23             | 15                       | 17                   | 2                                |      |
| March 1996.....             | 13                   | 28                       | 25             | 19                       | 12                   | 3                                |      |
| December 1995.....          | 11                   | 28                       | 24             | 21                       | 14                   | 2                                |      |
| October 1995.....           | 13                   | 24                       | 27             | 21                       | 12                   | 3                                |      |
| April 21-25, 1995.....      | 13                   | 26                       | 27             | 20                       | 12                   | 2                                |      |
| April 3-4 1995.....         | 9                    | 26                       | 29             | 21                       | 13                   | 2                                |      |
| January 1995.....           | 11                   | 27                       | 27             | 19                       | 13                   | 3                                |      |
| December 1994.....          | 10                   | 23                       | 25             | 24                       | 16                   | 2                                |      |
| October 1994.....           | 13                   | 23                       | 25             | 20                       | 17                   | 2                                |      |

+ Asked only of registered voters

Q.3 (cont'd)

|                               | <u>Very<br/>Positive</u> | <u>Somewhat<br/>Positive</u> | <u>Neutral</u> | <u>Somewhat<br/>Negative</u> | <u>Very<br/>Negative</u> | <u>Don't Know<br/>Name/<br/>Not Sure</u> |
|-------------------------------|--------------------------|------------------------------|----------------|------------------------------|--------------------------|--|
| <b>The Republican Party</b>   |                          |                              |                |                              |                          |  |
| August 20-21, 1996.....       | 16                       | 25                           | 25             | 17                           | 16                       | 1  |
| August 2-6, 1996+.....        | 11                       | 28                           | 25             | 19                           | 15                       | 2  |
| June 1996+.....               | 11                       | 25                           | 25             | 21                           | 16                       | 2  |
| May 1996+.....                | 11                       | 28                           | 20             | 21                           | 17                       | 3  |
| March 1996.....               | 10                       | 27                           | 22             | 22                           | 17                       | 2  |
| December 1995.....            | 12                       | 28                           | 22             | 19                           | 17                       | 2  |
| October 1995.....             | 12                       | 28                           | 24             | 17                           | 17                       | 2  |
| April 21-25, 1995.....        | 15                       | 29                           | 23             | 17                           | 14                       | 2  |
| April 3-4, 1995.....          | 15                       | 29                           | 25             | 15                           | 14                       | 2  |
| January 1995.....             | 17                       | 33                           | 25             | 13                           | 9                        | 3  |
| December 1994.....            | 17                       | 31                           | 22             | 14                           | 13                       | 3  |
| <b>Hillary Rodham Clinton</b> |                          |                              |                |                              |                          |  |
| August 20-21, 1996.....       | 15                       | 24                           | 15             | 15                           | 29                       | 2  |
| August 2-6, 1996+.....        | 15                       | 26                           | 18             | 15                           | 24                       | 2  |
| June 1996+.....               | 14                       | 21                           | 19             | 17                           | 27                       | 2  |
| May 1996+.....                | 14                       | 20                           | 19             | 17                           | 27                       | 3  |
| March 1996.....               | 15                       | 23                           | 18             | 16                           | 26                       | 2  |
| January 1996.....             | 13                       | 22                           | 19             | 19                           | 25                       | 2  |
| December 1995.....            | 19                       | 27                           | 19             | 12                           | 21                       | 2  |
| September 1995.....           | 19                       | 25                           | 19             | 15                           | 20                       | 2  |
| July 1995.....                | 16                       | 27                           | 21             | 14                           | 20                       | 2  |
| June 1995.....                | 17                       | 24                           | 20             | 16                           | 21                       | 2  |
| April 21-25, 1995.....        | 22                       | 21                           | 20             | 13                           | 21                       | 3  |
| <b>Al Gore</b>                |                          |                              |                |                              |                          |  |
| August 20-21, 1996.....       | 18                       | 28                           | 25             | 12                           | 13                       | 4  |
| August 2-6, 1996+.....        | 19                       | 31                           | 25             | 12                           | 10                       | 3  |
| June 1996+.....               | 17                       | 24                           | 30             | 14                           | 11                       | 4  |
| May 1996+.....                | 12                       | 32                           | 26             | 13                           | 13                       | 4  |
| December 1995.....            | 12                       | 30                           | 25             | 17                           | 13                       | 3  |
| March 1995.....               | 13                       | 29                           | 28             | 15                           | 12                       | 3  |
| January 1995.....             | 12                       | 27                           | 29             | 17                           | 10                       | 5  |
| December 1994.....            | 17                       | 27                           | 24             | 16                           | 12                       | 4  |
| October 1994.....             | 14                       | 26                           | 27             | 15                           | 14                       | 4  |
| June 1994.....                | 16                       | 24                           | 28             | 13                           | 11                       | 8  |
| December 1993.....            | 18                       | 29                           | 25             | 13                           | 10                       | 5  |

+ Asked only of registered voters

Q.3 (cont'd)

|  | <u>Very<br/>Positive</u> | <u>Somewhat<br/>Positive</u> | <u>Neutral</u> | <u>Somewhat<br/>Negative</u> | <u>Very<br/>Negative</u> | <u>Don't Know<br/>Name/<br/>Not Sure</u> |
|--|--------------------------|------------------------------|----------------|------------------------------|--------------------------|--|
|--|--------------------------|------------------------------|----------------|------------------------------|--------------------------|--|

**Ross Perot**[24  
]

|                         |   |    |    |    |    |   |
|-------------------------|---|----|----|----|----|---|
| August 20-21, 1996..... | 7 | 14 | 24 | 19 | 32 | 4 |
| August 2-6, 1996+.....  | 6 | 18 | 26 | 21 | 27 | 2 |
| June 1996+.....         | 6 | 17 | 25 | 22 | 27 | 3 |
| May 1996+.....          | 6 | 17 | 21 | 26 | 27 | 3 |
| March 1996.....         | 9 | 18 | 24 | 22 | 23 | 4 |
| January 1996.....       | 7 | 19 | 27 | 21 | 22 | 4 |
| December 1995.....      | 7 | 19 | 24 | 21 | 25 | 4 |
| October 1995.....       | 8 | 19 | 29 | 21 | 20 | 3 |
| September 1995.....     | 9 | 17 | 28 | 21 | 22 | 3 |
| July 1995.....          | 5 | 16 | 26 | 26 | 24 | 3 |
| December 1994.....      | 8 | 22 | 24 | 18 | 25 | 3 |

**Bob Dole**[25  
]

|                         |    |    |    |    |    |    |
|-------------------------|----|----|----|----|----|----|
| August 20-21, 1996..... | 18 | 28 | 19 | 16 | 17 | 2  |
| August 2-6, 1996+.....  | 11 | 28 | 23 | 21 | 15 | 2  |
| June 1996+.....         | 13 | 27 | 23 | 17 | 18 | 2  |
| May 1996+.....          | 11 | 28 | 21 | 21 | 17 | 2  |
| March 1996.....         | 7  | 28 | 23 | 22 | 17 | 3  |
| January 1996.....       | 10 | 31 | 24 | 18 | 13 | 4  |
| December 1995.....      | 11 | 30 | 22 | 19 | 14 | 4  |
| October 1995.....       | 9  | 27 | 30 | 16 | 12 | 6  |
| September 1995.....     | 11 | 31 | 24 | 16 | 12 | 6  |
| July 1995.....          | 13 | 33 | 25 | 14 | 10 | 5  |
| June 1995.....          | 12 | 27 | 28 | 14 | 7  | 12 |

+ Asked only of registered voters

- 4a. If the next election for president were held today, and Bill Clinton were running as the Democratic candidate, Bob Dole were the Republican candidate, and Ross Perot were the Reform Party candidate, for whom would you vote? (IF "NOT SURE," ASK:) Well, which way do you lean at this time?

*All data reflects results among registered voters.*

|                       | 8/20-<br>21/96 |                 | 8/2-<br>6/96 | 7/96        | 6/96        | 5/96         | 3/96        |                        |
|-----------------------|----------------|-----------------|--------------|-------------|-------------|--------------|-------------|------------------------|
| Bill Clinton.....     | 48             | <b>CONTINUE</b> | 50           | 50          | 47          | 49           | 46          | <b>[26]</b>            |
| Bob Dole.....         | 38             |                 | 30           | 25          | 32          | 31           | 30          |                        |
| Ross Perot.....       | 8              |                 | 10           | 13          | 13          | 12           | 15          |                        |
| None/other (VOL)..... | 2              | <b>SKIP TO</b>  | 3            | 3           | 2           | 3            | 4           |                        |
| Not sure.....         | 4              | <b>Q.4c.</b>    | 7            | 9           | 6           | 5            | 5           |                        |
|                       | <u>1/96</u>    | <u>12/95</u>    | <u>10/9</u>  | <u>7/95</u> | <u>4/95</u> | <u>10/93</u> | <u>9/93</u> | <u>7/9</u> <u>6/93</u> |
|                       |                |                 | 5            |             |             |              | 3           |                        |
|                       | 41             | 45              | 41           | 38          | 41          | 37           | 39          | 36                     |
|                       | 36             | 33              | 35           | 36          | 36          | 36           | 27          | 29                     |
|                       | 14             | 14              | 15           | 17          | 15          | 20           | 25          | 27                     |
|                       | 3              | 4               | 4            | 3           | 3           | NA           | 4           | 5                      |
|                       | 6              | 4               | 5            | 6           | 5           | 7            | 5           | 3                      |

(ASK ONLY OF RESPONDENTS WHO CHOOSE A CANDIDATE IN Q.4a.)

- 4b. Would you definitely vote for (CANDIDATE NAMED IN Q.4a), probably vote for (CANDIDATE) but are still thinking about it, or are you just leaning toward voting for (CANDIDATE)?

*All data reflects results among registered voters.*

|   | <i>Clinton Voters</i> |              | <i>Dole Voters</i> |              | <i>Perot Voters</i> |              |             |
|---|-----------------------|--------------|--------------------|--------------|---------------------|--------------|-------------|
|   | 8/20-<br>21/96        | 8/2-<br>6/96 | 8/20-<br>21/96     | 8/2-<br>6/96 | 8/20-<br>21/96      | 8/2-<br>6/96 |             |
| Definitely vote for candidate.....                      | 67                    | 67           | 70                 | 62           | 44                  | 36           |             |
| Probably vote for candidate/still thinking about it.... | 21                    | 18           | 17                 | 22           | 23                  | 29           | <b>[27]</b> |
| Just leaning toward voting for candidate.....           | 11                    | 14           | 12                 | 16           | 32                  | 35           |             |
| Not sure.....   | 1                     | 1            | 1                  | -            | 1                   | -            |             |

|  | 8/20-21/96 | 8/2-6/96  |
|--|------------|-----------|
| <b>Combined results of Q.4a. and 4b.</b> |            |           |
| <b>Clinton Voters.....</b>               | <b>48</b>  | <b>50</b> |
| Definitely vote for.....                 | 32         | 34        |
| Probably/Just leaning/Not sure.....      | 16         | 16        |
| <b>Dole Voters.....</b>                  | <b>38</b>  | <b>30</b> |
| Definitely vote for.....                 | 27         | 18        |
| Probably/Just leaning/Not sure.....      | 11         | 12        |
| <b>Perot Voters.....</b>                 | <b>8</b>   | <b>10</b> |
| Definitely vote for.....                 | 4          | 4         |
| Probably/Just leaning/Not sure.....      | 4          | 6         |
| <b>Undecided (Q.4a.).....</b>            | <b>6</b>   | <b>10</b> |

**(ASK EVERYONE)**

- 4c. If the next election for president were held today, and Bill Clinton were running as the Democratic candidate and Bob Dole were the Republican candidate, for whom would you vote? **(IF "NOT SURE," ASK:)** Well, which way do you lean at this time?

*All data reflects results among registered voters.*

|                          | 8/20-<br>21/96 | 8/2-<br>6/96  | 7/96  | 6/96 | 5/96 | 3/96    | 1/96  | 12/95 <sup>1</sup> | 10/95 | 9/95 | 7/95  |      |
|--------------------------|----------------|---------------|-------|------|------|---------|-------|--------------------|-------|------|-------|------|
| Bill Clinton.....        | 52             | 55            | 54    | 54   | 54   | 52      | 47    | 50                 | 46    | 45   | 44    | [28] |
| Bob Dole .....           | 40             | 35            | 30    | 37   | 37   | 35      | 41    | 40                 | 40    | 40   | 44    |      |
| Neither/other (VOL)..... | 3              | 4             | 7     | 4    | 4    | 8       | 7     | 5                  | 7     | 9    | 6     |      |
| Not sure.....            | 5              | 6             | 9     | 5    | 5    | 5       | 5     | 5                  | 7     | 6    | 6     |      |
|                          |                |               |       |      |      |         |       |                    |       |      |       |      |
|                          |                | 4/21-<br>6/95 | 25/95 | 3/95 | 1/95 | 11/9/94 | 10/94 | 9/94               | 7/94  | 3/94 | 10/93 |      |
|                          |                | 42            | 45    | 41   | 41   | 39      | 43    | 41                 | 47    | 47   | 44    |      |
|                          |                | 43            | 43    | 49   | 43   | 45      | 45    | 44                 | 44    | 40   | 47    |      |
|                          |                | 8             | 6     | 5    | 7    | 5       | 6     | 9                  | 4     | 7    | NA    |      |
|                          |                | 7             | 6     | 5    | 9    | 11      | 6     | 6                  | 5     | 6    | 9     |      |

<sup>1</sup> Prior to December 1995, "not sure" includes those who volunteered "depends."

5. In this year's election for U.S. House of Representatives, do you plan to vote for the Republican candidate or the Democratic candidate in your district? **(IF "NOT SURE," ASK:)** Well, which way do you lean at this time?

|  | 8/20-<br>21/96 | 8/2-<br>6/96+ | 7/96+  | 6/96+ | 5/96+ | 3/96  | 12/95 <sup>1</sup> | 11/4-<br>5/94 | 10/94 |      |
|--|----------------|---------------|--------|-------|-------|-------|--------------------|---------------|-------|------|
| Vote for the Republican candidate..... | 37             | 38            | 37     | 35    | 36    | 36    | 34                 | 40            | 39    | [29] |
| Vote for the Democratic candidate..... | 38             | 38            | 40     | 40    | 39    | 38    | 36                 | 37            | 36    |      |
| Depends (VOL).....                     | 11             | 10            | 10     | 10    | 9     | 12    | 17                 | 6             | 6     |      |
| Other/neither/won't vote (VOL).....    | 2              | 2             | 1      | 1     | 2     | 3     | 3                  | 3             | 5     |      |
| Not sure.....                          | 12             | 12            | 12     | 14    | 14    | 11    | 10                 | 14            | 14    |      |
|  |                |               |        |       |       |       |                    |               |       |      |
|  |                | 9/94          | 7/94   | 6/94  | 1/94  | 10/93 | 9/93               | 7/93          |       |      |
|  |                | 33            | 31     | 30    | 29    | 34    | 29                 | 31            |       |      |
|  |                | 39            | 35     | 35    | 34    | 32    | 32                 | 32            |       |      |
|  |                | 9             | 14     | 14    | 21    | 21    | 24                 | 25            |       |      |
|  |                | 5             | 5      | 5     | 2     | 2     | 2                  | 3             |       |      |
|  |                | 14            | 15     | 16    | 14    | 11    | 13                 | 9             |       |      |
|  |                |               |        |       |       |       |                    |               |       |      |
|  |                | 11/92+        | 10/92+ | 9/92+ | 8/92+ | 7/92+ | 10/90+             |               |       |      |
|  |                | 35            | 29     | 32    | 29    | 31    | 33                 |               |       |      |
|  |                | 45            | 46     | 43    | 43    | 35    | 35                 |               |       |      |
|  |                | 4             | 6      | 7     | 7     | 11    | 14                 |               |       |      |
|  |                | 1             | 2      | 1     | 2     | 3     | 2                  |               |       |      |
|  |                | 15            | 17     | 17    | 19    | 20    | 16                 |               |       |      |

+ Asked only of registered voters.

<sup>1</sup> Prior to March 1996, the question read "election for U.S. Congress. . .".

6. Which candidate do you feel is better when it comes to-(**READ ITEM.**)-Bill Clinton or Bob Dole?

|   | <u>Bill<br/>Clinton</u> | <u>Bob<br/>Dole</u> | <u>Both<br/>Equal<br/>(VOL)</u> | <u>Not<br/>sure</u> |             |
|---|-------------------------|---------------------|---------------------------------|---------------------|-------------|
| Representing your economic interests..... | 45                      | 41                  | 4                               | 10                  | <b>[30]</b> |
| Sharing your personal values.....         | 43                      | 43                  | 5                               | 9                   | <b>[31]</b> |

7. Now I'm going to read you a list of issues, and, for each item, I'd like you to tell me who you think would do a better job--Bill Clinton or Bob Dole. If you think both are about equal on this issue, just say so. First, (**READ ITEM**). Who do you think would do a better job -- Bill Clinton or Bob Dole?

|   | <u>Bill<br/>Clinton</u> | <u>Bob<br/>Dole</u> | <u>Both<br/>Equal</u> | <u>Not<br/>Sure</u> |             |
|---|-------------------------|---------------------|-----------------------|---------------------|-------------|
| <b>Dealing with the economy</b>           |                         |                     |                       |                     | <b>[32]</b> |
| August 20-21, 1996.....                   | 41                      | 37                  | 18                    | 4                   |             |
| June 1996+.....                           | 37                      | 34                  | 21                    | 8                   |             |
| <b>Dealing with the issue of abortion</b> |                         |                     |                       |                     | <b>[33]</b> |
| August 20-21, 1996.....                   | 43                      | 30                  | 12                    | 15                  |             |
| June 1996+.....                           | 40                      | 31                  | 15                    | 14                  |             |
| <b>Dealing with crime</b>                 |                         |                     |                       |                     | <b>[34]</b> |
| August 20-21, 1996.....                   | 33                      | 37                  | 19                    | 11                  |             |
| June 1996+.....                           | 34                      | 32                  | 24                    | 10                  |             |
| <b>Dealing with taxes</b>                 |                         |                     |                       |                     | <b>[35]</b> |
| August 20-21, 1996.....                   | 37                      | 42                  | 12                    | 9                   |             |
| June 1996+.....                           | 32                      | 43                  | 15                    | 10                  |             |
| <b>Dealing with education</b>             |                         |                     |                       |                     | <b>[36]</b> |
| August 20-21, 1996.....                   | 47                      | 28                  | 14                    | 11                  |             |
| June 1996+.....                           | 48                      | 27                  | 18                    | 7                   |             |
| <b>Dealing with immigration</b>           |                         |                     |                       |                     | <b>[37]</b> |
| August 20-21, 1996.....                   | 30                      | 37                  | 15                    | 18                  |             |

+ Asked only of registered voters.



8. Now, I would like to read you a list of qualities that many people think are important in a president. Please tell me who you think is stronger on that quality--Bill Clinton or Bob Dole? If you think they are both equally strong on a particular quality, just say so. When it comes to **(READ ITEM)**, who do you think is stronger--Bill Clinton or Bob Dole?

|  | <u>Bill<br/>Clinton</u> | <u>Bob<br/>Dole</u> | <u>Both<br/>Equal</u> | <u>Neither<br/>(VOL)</u> | <u>Not<br/>sure</u> |             |
|--|-------------------------|---------------------|-----------------------|--------------------------|---------------------|-------------|
| <b>Having a vision for the country's future</b>          |                         |                     |                       |                          |                     | <b>[38]</b> |
| August 20-21, 1996.....                                  | 36                      | 32                  | 27                    | 2                        | 3                   |             |
| June 1996+.....  | 40                      | 29                  | 21                    | 4                        | 6                   |             |
| <b>Being effective and getting things done</b>           |                         |                     |                       |                          |                     | <b>[39]</b> |
| August 20-21, 1996.....                                  | 33                      | 39                  | 19                    | 3                        | 6                   |             |
| June 1996+.....  | 30                      | 38                  | 20                    | 4                        | 8                   |             |
| <b>Having the right policies for the country</b>         |                         |                     |                       |                          |                     | <b>[40]</b> |
| August 20-21, 1996.....                                  | 39                      | 38                  | 16                    | 3                        | 4                   |             |
| June 1996+.....  | 36                      | 34                  | 19                    | 5                        | 6                   |             |
| <b>Understanding the problems facing Americans today</b> |                         |                     |                       |                          |                     | <b>[41]</b> |
| August 20-21, 1996.....                                  | 39                      | 31                  | 21                    | 6                        | 3                   |             |
| June 1996+.....  | 38                      | 28                  | 27                    | 5                        | 2                   |             |
| <b>Being honest and trustworthy</b>                      |                         |                     |                       |                          |                     | <b>[42]</b> |
| August 20-21, 1996.....                                  | 20                      | 44                  | 22                    | 9                        | 5                   |             |

+ Asked only of registered voters.

- 9a. If Bill Clinton is reelected president, do you think your taxes will go down, will go up, or will stay about the same?

|                                     | <u>8/20-<br/>21/96</u> | <u>8/2-<br/>6/96+</u> |             |
|-------------------------------------|------------------------|-----------------------|-------------|
| Taxes will go down.....             | 5                      | 3                     | <b>[43]</b> |
| Taxes will go up.....               | 40                     | 39                    |             |
| Taxes will stay about the same..... | 50                     | 52                    |             |
| Not sure.....                       | 5                      | 6                     |             |

+ Asked only of registered voters.

- 9b. If Bob Dole is elected president, do you think your taxes will go down, will go up, or will stay about the same?

|                                     | <u>8/20-<br/>21/96</u> | <u>8/2-<br/>6/96+</u> |             |
|-------------------------------------|------------------------|-----------------------|-------------|
| Taxes will go down.....             | 22                     | 15                    | <b>[44]</b> |
| Taxes will go up.....               | 35                     | 39                    |             |
| Taxes will stay about the same..... | 35                     | 38                    |             |
| Not sure.....                       | 8                      | 8                     |             |

+ Asked only of registered voters.

- 9c. From what you know, do you favor or oppose Bob Dole's economic plan?

|                          |    |             |
|--------------------------|----|-------------|
| Favor economic plan..... | 39 | <b>[45]</b> |
|--------------------------|----|-------------|

|                           |    |
|---------------------------|----|
| Oppose economic plan..... | 32 |
| Neither (VOL).....        | 4  |
| Not sure.....             | 25 |

- 9d. Bob Dole recently announced the details of an economic plan that includes major tax cuts.

Bob Dole and the Republicans say that their tax cut plan is good for America because it will make the economy grow faster by encouraging more investment, creating jobs, and giving families needed tax relief.

Bill Clinton and the Democrats say that the Republican tax plan is bad for America because it will increase the federal budget deficit or require cuts in important domestic programs, and will mostly give tax breaks to the wealthy.

Who do you agree with more on this issue--Bob Dole and the Republicans or Bill Clinton and the Democrats?

|                                     |    |             |
|-------------------------------------|----|-------------|
| Bob Dole and the Republicans.....   | 40 | <b>[46]</b> |
| Bill Clinton and the Democrats..... | 48 |             |
| Neither (VOL).....                  | 6  |             |
| Not sure.....                       | 6  |             |

10. Does Bob Dole's selection of Jack Kemp as his vice-presidential running mate make you more likely to vote for Bob Dole, less likely to vote for Bob Dole, or does it not affect your vote either way?

|                                       |    |             |
|---------------------------------------|----|-------------|
| More likely to vote for Bob Dole..... | 30 | <b>[47]</b> |
| Less likely to vote for Bob Dole..... | 8  |             |
| Does not affect vote.....             | 61 |             |
| Not sure.....                         | 1  |             |

11. Regardless of who you plan to vote for, who do you think would make a better first lady--Elizabeth Dole or Hillary Rodham Clinton?

|                             |    |             |
|-----------------------------|----|-------------|
| Elizabeth Dole.....         | 49 | <b>[48]</b> |
| Hillary Rodham Clinton..... | 32 |             |
| Both equal (VOL).....       | 8  |             |
| Neither (VOL).....          | 3  |             |
| Not sure.....               | 8  |             |

12. How closely did you follow the Republican Convention--very closely, somewhat closely, not very closely, or not at all closely?

|                         |    |             |
|-------------------------|----|-------------|
| Very closely.....       | 16 | <b>[49]</b> |
| Somewhat closely.....   | 39 |             |
| Not very closely.....   | 23 |             |
| Not at all closely..... | 22 |             |
| Not sure.....           | -  |             |

13. Do you think Ronald Reagan's economic policies in the 1980s were mainly good or mainly bad for the country?

|                  |    |             |
|------------------|----|-------------|
| Mainly good..... | 48 | <b>[50]</b> |
| Mainly bad.....  | 35 |             |
| Mixed (VOL)..... | 8  |             |
| Not sure.....    | 9  |             |

14. I'm going to read you some qualities that people think are important in a political party. For each one, please tell me if you think it describes or does not describe the Democratic Party. First, **(READ ITEM)** -- do you think this describes or does not describe the Democratic Party?

|  | <u>Describes</u> | <u>Does Not Describe</u> | <u>Not Sure</u> |             |
|--|------------------|--------------------------|-----------------|-------------|
| Is fair to middle class Americans..... | 59               | 34                       | 7               | <b>[51]</b> |
| Has a vision for America's future..... | 55               | 36                       | 9               | <b>[52]</b> |
| Represents a mainstream agenda.....    | 51               | 37                       | 12              | <b>[53]</b> |
| Respects traditional values.....       | 49               | 42                       | 9               | <b>[54]</b> |

**AUGUST 2-6, 1996+**

I'm going to read you some qualities that people think are important in a political party. For each one, please tell me if you think it describes or does not describe the Republican Party.

|  | <u>Describes</u> | <u>Does Not Describe</u> | <u>Not Sure</u> |
|--|------------------|--------------------------|-----------------|
| Is fair to middle class Americans..... | 42               | 51                       | 7               |
| Has a vision for America's future..... | 58               | 35                       | 7               |
| Represents a mainstream agenda.....    | 41               | 47                       | 12              |

+ Asked only of registered voters.

**FACTUALS:** Now I am going to ask you a few questions for statistical purposes only.

- F1a. In politics today, do you generally consider yourself to be very liberal, somewhat liberal, moderate, somewhat conservative, very conservative, or do you think your views cannot really be described in those terms?

|   |    |              |
|---|----|--------------|
| Very liberal.....                             | 5  | <b>{201}</b> |
| Somewhat liberal.....                         | 17 |              |
| Moderate.....                                 | 28 |              |
| Somewhat conservative.....                    | 25 |              |
| Very conservative.....                        | 12 |              |
| Views cannot be described in those terms..... | 11 |              |
| Not sure.....                                 | 2  |              |

- F1b. Generally speaking, do you think of yourself as a Democrat, a Republican, an Independent, or something else?

**(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "NOT SURE," CODE AS "NOT VERY STRONG DEMOCRAT/ REPUBLICAN.")**

**(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? **(IF "NOT SURE," CODE AS "STRICTLY INDEPENDENT.")**

|                                  |    |              |
|----------------------------------|----|--------------|
| Strong Democrat.....             | 21 | <b>{202}</b> |
| Not very strong Democrat.....    | 10 |              |
| Independent/lean Democrat.....   | 10 |              |
| Strictly independent.....        | 14 |              |
| Independent/lean Republican..... | 9  |              |
| Not very strong Republican.....  | 12 |              |
| Strong Republican.....           | 15 |              |
| Other.....                       | 7  |              |
| Refused.....                     | -  |              |
| Don't know/nothing.....          | 2  |              |

- F2. What is the last grade you completed in school?

|  |    |              |
|--|----|--------------|
| Grade school.....                                  | 1  | <b>{203}</b> |
| Some high school.....                              | 5  |              |
| High school graduate.....                          | 32 |              |
| Some college, no degree.....                       | 17 |              |
| Vocational training, 2-year college.....           | 11 |              |
| 4-year college/bachelor's degree.....              | 19 |              |
| Some postgraduate work, no degree.....             | 2  |              |
| 2-3 years' postgraduate work, master's degree..... | 9  |              |
| Doctoral degree/law degree.....                    | 3  |              |
| Not sure.....                                      | 1  |              |

- F3. How old are you? Well, can you tell me which age group you belong to? Are you in the age group 18 to 24, 25 to 29, 30 to 34, 35 to 39, 40 to 44, 45 to 49, 50 to 54, 55 to 59, 60 to 64, or 65 and over?

|                  |    |              |
|------------------|----|--------------|
| 18-24.....       | 8  | <b>{204}</b> |
| 25-29.....       | 7  |              |
| 30-34.....       | 10 |              |
| 35-39.....       | 10 |              |
| 40-44.....       | 12 |              |
| 45-49.....       | 10 |              |
| 50-54.....       | 7  |              |
| 55-59.....       | 7  |              |
| 60-64.....       | 8  |              |
| 65 and over..... | 20 |              |
| Refused.....     | 1  |              |

- F4. Are you, or is any member of your household, a member of a labor union?

|                            |    |              |
|----------------------------|----|--------------|
| Labor union member.....    | 10 | <b>{213}</b> |
| Labor union household..... | 7  |              |
| Nonunion household.....    | 80 |              |
| Not sure.....              | 3  |              |

- F5. Do you regularly use the Internet or other on-line computer information services, either at home or at work?

|                                      |    |             |
|--------------------------------------|----|-------------|
| Yes, use on-line services.....       | 28 | <b>[55]</b> |
| No, do not use on-line services..... | 70 |             |
| Not sure.....                        | 2  |             |

- F6. Are you white, black, Hispanic, Asian, or something else?

|                       |    |              |
|-----------------------|----|--------------|
| White.....            | 81 | <b>{214}</b> |
| Black.....            | 10 |              |
| Hispanic.....         | 4  |              |
| Asian.....            | 1  |              |
| Other.....            | 3  |              |
| Not sure/refused..... | 1  |              |

- F7. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than \$10,000, between \$10,000 and \$20,000, between \$20,000 and \$30,000, between \$30,000 and \$40,000, between \$40,000 and \$50,000, between \$50,000 and \$75,000, or would the total be more than that?

|                                    |    |              |
|------------------------------------|----|--------------|
| Less than \$10,000.....            | 4  | <b>{216}</b> |
| Between \$10,000 and \$20,000..... | 13 |              |
| Between \$20,000 and \$30,000..... | 15 |              |
| Between \$30,000 and \$40,000..... | 16 |              |
| Between \$40,000 and \$50,000..... | 13 |              |
| Between \$50,000 and \$75,000..... | 15 |              |
| More than \$75,000.....            | 14 |              |
| Not sure/refused.....              | 10 |              |